

Memorandum

#12-023

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 26, 2012

SUBJECT: Happy Naturals 2nd Foods Plus and Frosted Mini-Wheats Touch of Fruit in the Middle

This memo is to inform you that HEB now carries a new line of baby food for infants 8 months and older called Happy Naturals 2nd Foods Plus. This product is similar to Beech-Nut's Stage 2½ made for older infants who may need more texture. If you have HEB stores in your area, please share this information with WIC participants.



The Kellogg's Company has informed us that Frosted Mini-Wheats Touch of Fruit in the Middle – Mixed Berry in the 18-ounce (oz). package will change to a 15-oz. box size, and this size will not be WIC-approved. The package change is expected to occur in May 2012; however, it may take several months for stores to deplete the 18-oz. boxes.



If you have any questions or require additional information, please contact Paula Kanter, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Branch, at 512-341-4574 or paula.kanter@dshs.state.tx.us.